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Number 2.

FEBRUARY, 1903.

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# THE SMOKER'S MAGAZINE

The Only Magazine  
ISSUED SOLELY  
IN  
THE INTERESTS  
OF  
THE SMOKER  
And Tobacconist.

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**MANUFACTURERS OF HIGH GRADE**

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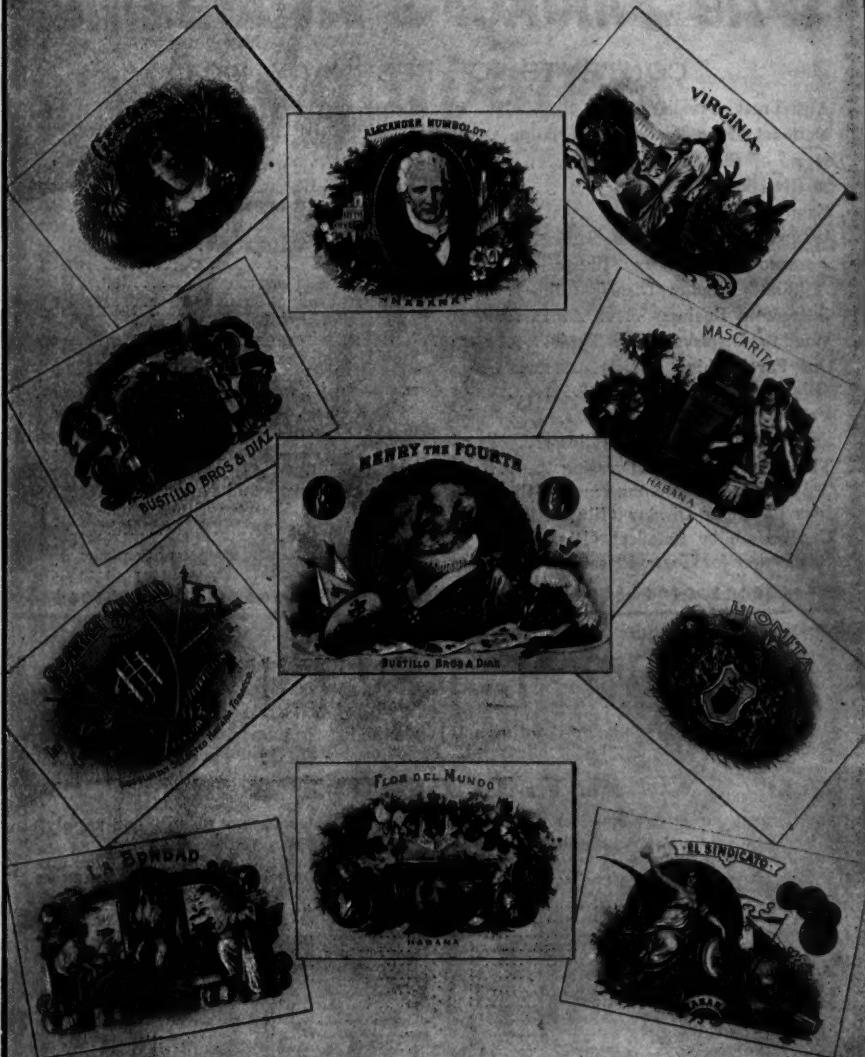
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VOLUME X.

NUMBER 2.

# The Smoker's Magazine

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## BALLISTITE

Is unapproached for pigeon shooting and heads the list for money winnings the past two seasons. Do not be handicapped. Insist on having your shells loaded with

## BALLISTITE

for the coming Grand American Handicap. If your dealer cannot or will not supply you, write us direct for discounts.

Load No.	Gauge.	Powder. 50 grains.	Shot. 1 ounce.	Per 1000
X 1.....	12	50	1	\$34.00
X 2.....	12	50	1½	\$34.00
X 3.....	12	50	2	\$35.00
X 4.....	12	50	2½	\$36.00
X 5.....	12	50	3	\$36.50
X 6.....	12	50	3½	\$36.00
X 7.....	12	50	4	\$36.00
X 8.....	12	50	4½	\$37.00
X 9.....	12	50	5	\$39.00
X 10.....	10	50	5½	\$41.00
X 11.....	10	50	6	\$42.00
X 12.....	10	50	6½	\$42.50
X 13.....	10	50	7	\$42.00
X 14.....	10	50	7½	\$43.00
X 15.....	10	50	8	\$43.00
X 16.....	16	50	1	\$35.00
X 21.....	20	50	1½	\$32.00
		16	2	

Packed 25 in a box; 500 in a case.

Wadding: One grease proof, two black edge, one cardboard.

Order by number and state kind of powder and size of shot.

NOTE—Specify "X" before load number, as "X" denotes this brand only.

**THE IRON CITY SUPPLY COMPANY**

IMPORTERS AND DEALERS IN

**Fire Arms. Ammunition & Sporting Goods.**

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 Aromatica, La Flor de Yncian, La Flor de Murias, La  
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## Ruy Lopez Ca.,

Manufacturers of

### Vuelta Abajo Habana Cigars

Exclusively.

20 Fulton St., Cor. Front,  
New York.



"ALWAYS AS FINE AS TOBACCO GROWS."

## Smokers

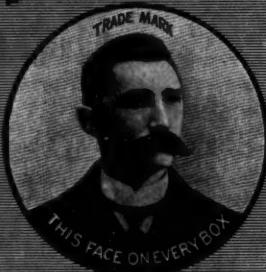
Horsford's Acid Phosphate prevents and relieves depression, nervousness, wakefulness, disturbed sleep and other ill effects from excessive smoking.

It cures habitual stomach weakness, improves appetite and perfects digestion—invigorates and strengthens the entire system. Insist on having

### Horsford's Acid Phosphate.

Horsford's name on every GENUINE package.  
Rumford Chemical Works, Providence, R. I.

## MENNEN'S BORATED TALCUM



## TOILET POWDER

*Delightful After Bathing. A Luxury After Shaving.  
Beautifies and Preserves the Complexion.*

A positive relief for PRICKLY HEAT, CHAFING and CHAFED BUREAUX; and all afflictions of the skin. For sores, blisters, and awfully, feet it has no equal. Removes all odor of perspiration. Get MENNEN'S (the original), a little higher in price, perhaps, than worthless substitutes, but there is a reason for it.

Sold everywhere, or mailed for 25 cents. (Sample free.)

GERHARD MENNEN CO., NEWARK, N. J.

Mr. Dealer:—Let us quote you our Special Price on this popular brand.

All through the Smoker's alphabet,  
From "A" way down to "Z".

The letters that he loves the best  
Are

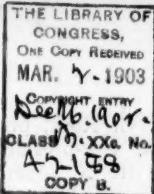
The  
Best  
5 cent  
Cigar

# O.I.C.

An Exceedingly Fine Smoke.

For Sale  
at all good stores and hotels.  
JUL. ALVAREZ & CO., Makers, Allentown, Pa.

Sample box sent "express prepaid" upon receipt of 50c.



# THE SMOKER'S MAGAZINE

The only Monthly Magazine issued solely in the  
interests of the Smoker and Tobacconist.....

Vol. X.

February, 1903.

No. 2.

## Anti-Trust Associations.

HARMONY was the keynote of the first convention of the National Cigar Dealers' Association, which was held at the Sherman House, Chicago, the 13th and 14th of last month. About two hundred delegates from Associations throughout the country were present. After the opening speeches, it was decided to consider the meeting a mass meeting pending the forming of a permanent organization, and Edw. Kolman, of Chicago, was unanimously made temporary chairman. Committees on Constitution and By-Laws and Credentials were appointed. When the committee on constitution and by-laws submitted its report, it was adopted, and the organization of the Cigar Dealers' Assn. of America was effected. Chicago is to be headquarters for 1903; the next convention in January, 1904, to be held in Detroit, will pass on the location headquarters after that date. Officers were elected as follows: Thad. H. Howe, pres., Chicago; Robt. E. Lane, 1st v.-p., New York; Walter I. Joyce, 2d v.-p., Boston; C. J. Holton, 3d v.-p., Detroit; C. E. Case, secy., Chicago; Jacob Barlitzheim, treas., Chicago. A very able Board of Directors was also elected. Resolutions were adopted against the use of tags, premium schemes, certificates of gifts in any package bearing revenue stamp,

same to be printed in the form of a petition to Congress and largely distributed for signatures. Resolutions of thanks to the trade and daily press were also adopted. A Traveling Men's Auxiliary of the Assn. was formed, and R. J. Mittelberger, of Cleveland, made pres.; and Benj. S. Austrian, secy., Chicago. Legislation is to be one of the main weapons used by the Assn. against the Trust and the petition to Congress is the first step in that direction. The convention proved a success in every particular, and it now remains for every city and town in the country that has not already joined to get in line at once—it is the duty of every tobacconist to do all within his power to help the good work along, as advocated in these columns for the past four years.

Pull Together and Bust the Trust.

A Retailers' Protective Assn. has been formed in Saxony, with headquarters in Dresden, for the purpose of fighting the American Tobacco Trust, which is said to control the major portion of the trade. The Assn. is organized on the lines of the National C. D. A.

The Retail Cigar and Tobacco Dealers' Association of Greater New

York has been incorporated and the charter grants the Association power to organize and to promote the formation of subordinate bodies, to buy, sell, manufacture tobacco and smokers' articles and to issue and redeem premium coupons on behalf of the members of the association, and to otherwise promote the general welfare of its members. The following officers were elected for the ensuing year: Pres., S. J. Freeman; vice-pres., W. W. St. John; treas., Julius Blankenstein; recording secy., Julius Kamsler; financial secy., W. G. Cresswell. A. D. Scholz, business secretary of the Assn. will be found at his office, 30 Cortlandt St., from 10.30 to 12.30 every day. The Association is constantly growing in membership and all dealers who are not already members, should join at once.

◎

#### Pull Together and Bust the Trust.

◎

Many of the associations have recommended that members remove all Trust signs and that no trust brands shall be carried in stock and their sale be discouraged. Resolutions to this effect have been passed by quite a number of the organizations.

The Boston Association is doing good work and new members are being added to the rolls every day. President, Walter I. Joyce, is certainly the right man in the right place.

A Brooklyn Branch of the New York Association was perfected last month at Jefferson Hall, in that city, at which time Isidor Aschner was elected president; Al Schwager, vice-president, and I. W. Jacobson, secretary. Resolutions were adopted requesting members to discontinue the sale of Trust goods. About 80 members have already been enrolled.

◎

#### Pull Together and Bust the Trust.

◎

The Independent Cigar and Tobacco Dealers' League has been organized in Louisville, Ky., with about 30 members, since which time many new names have been added to the rolls.

The officers are W. G. Rork, president; L. D. Owens, vice-president; High Gorman and Otto N. Mueller, vice-presidents; J. A. Lancaster, secretary, and Wm. Kohlhepp, treasurer.

Hereafter the Philadelphia Retail Cigar Dealers' Protective Assn. meetings are to be attended by active members only, in order to prevent false reports and rumors and accomplish results that might be thwarted by too much publicity. The Association will try to bring a suit in equity in the Federal Courts to restrain tobacco companies from giving premiums with their goods.

The Retail Cigarmen of Duluth have formed an organization for mutual protection and the maintenance of prices. They also wish to coöperate with each other regarding certain customers for non-payment of bills. The Association is said to be in correspondence with the C. D. A. of A. and it is expected that fully 100 members will be on the rolls shortly.

◎

#### Pull Together and Bust the Trust.

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The retail cigar and tobacco dealers of Danbury, Conn., have perfected an organization and elected Daniel W. McNamara temporary president; W. H. Norris, temporary secretary, and F. H. Osee, John Osbeck and P. H. Connelly temporary executive committee.

The Retail Cigar Dealers' Association of Brockton, Mass., is in a most flourishing condition and new members are constantly being added. The following officers were elected recently: Wm. Provolsky, president; H. Gray, v.-p.; Wm. J. Maguire, secretary; Frank Dutra, Geo. W. Shaw, John Goodwin, John Blake, Wm. Provolsky, H. Gray and D. Bentzen, Executive Board. The Association has been promised the support of the Central Labor Union.

The Retail Cigarmen of Manchester, N. H., are forming an organization, which will be a branch of the C. D. A. of A.

A Protective League has been organized by the retail cigar and tobacco dealers of Grand Rapids, Mich.

The San Antonio Cigar Dealers' Association has elected officers as follows: W. J. Weber, president; Chas. J. Rossy, secy.; Edw. Sachs, treas.; W. J. Lyttle and A. Arnstein, executive committee. The Association will doubtless become a branch of the C. D. A. of A.

The Retail Tobacco Dealers' Associ-

The Cigarmen and Cigarmakers' Unions of Sioux City, Ia., have joined forces and are conducting a vigorous warfare on both trust goods and goods not carrying the blue label.

Under the leadership of J. A. Starling, its able president, the Fort Worth Cigar Dealers' Association is progressing most satisfactorily and now has a membership of about 70, to which it expects to add the cigar manufacturers of that city.

JUDGE'S THANKSGIVING PREDICTION?



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ation of Lynn, Mass., voted at a recent meeting that the practice of giving a box of matches with every purchase should be discontinued by all members.

◎

Pull Together and Bust the Trust.

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The Toledo Association of Cigar Dealers has perfected its organization, and elected W. A. Robinson,

president; Julius Kraemer, secretary, and enrolled about 75 members.

The Indianapolis Cigar Dealers expect to perfect their organization and get matters moving at an early date. S. R. Pierson is doing good work in getting the dealers in line.

◎

Pull Together and Bust the Trust.

◎

It is reported that the International

Cigarmakers' Union, said to have a membership of 44,000, has offered the National Cigar Dealers' Association an offensive and defensive alliance provided the latter will join them in fighting the non-union cigar trade.

The local cigar manufacturers and cigarmakers in Springfield, Ill., have joined forces with the Association of Cigar Dealers in the latter's struggle against the Trust.

A Retail Cigar Dealers' Association is being formed in Peoria, Ill., the organization of which is expected to be perfected at an early date.

◎  
Pull Together and Bust the Trust.

#### **Games of Chance.**

**A**LTHOUGH the slot machines have been eliminated and suppressed in many cities, there is still a chance in many cigar stores for the man who desires to "beat the house" or be beaten in turn. The medium now universally employed is the throw of the dice, and the dice box is a necessary part of the equipment of many well regulated cigar establishments.

The man who is anxious to get his cigars for nothing has quite a variety of ways for the manipulation of the elusive ivories from which he may choose his game. The most common game is some form of the old "poker dice," where five dice are used and the spots thrown count as in a poker hand. A variation of this is found in the "ace wild" game, where the ace can be counted as any spot desired and where the man who throws two sixes can call them four sixes if he wishes, and he usually does.

But there are various other games which seem to be of great interest to the participants. One of these is the game of "base-ball." In this each participant pays 10 cents for his chance and gets five throws. He chooses some particular number, as five, and scores as many points as the number of fives he can make in five throws. The one out of thirty contestants making the

highest score gets \$2 in trade, while \$1 in trade goes to the lowest score.

"Southern dice" is another game which is played with the five dice. In it five of a kind will pay fifty cigars. If the spots on the five dice aggregate 6 or 29, 25 cigars are forthcoming; for 7 or 8, 27 or 28, the lucky man gets 10 cigars; for 9, 10, 11, 12, 24, 25, or 26, 5 cigars.

A three dice game is played with six cards, from the ace to the six spot, which may be stuck to the lower side of the glass case. The player puts his money on the card that he desires, for instance on the tray. Then if he throws one tray, he gets the amount which he has put down, in trade, and another throw. If he gets two trays he gets twice the amount in trade and another try at the game, and so with the three. And the man who is a regular smoker usually shakes for his cigars. If he loses he pays double price for his cigars with great equanimity, and if he wins he considers that he is so much to the good, while the dealer continues to rake in his profit.

#### **A Declaration of ——?**

**M**Ehitabel," said Archibald, "now that we are engaged we should have no secrets from each other, should we dear?"

"No," replied Mehitabel, after she had assured herself that her mother was not listening in the next room.

"Well, then," he said, "Do please tell me just how old you are."

"With pleasure," said Mehitabel. "But first, Archibald, please tell me just how much you spend for cigars a week."

Archibald pondered. His mind ran ahead into the future.

"Forgive me, Mehitabel," he responded; "it was none of my business to ask."

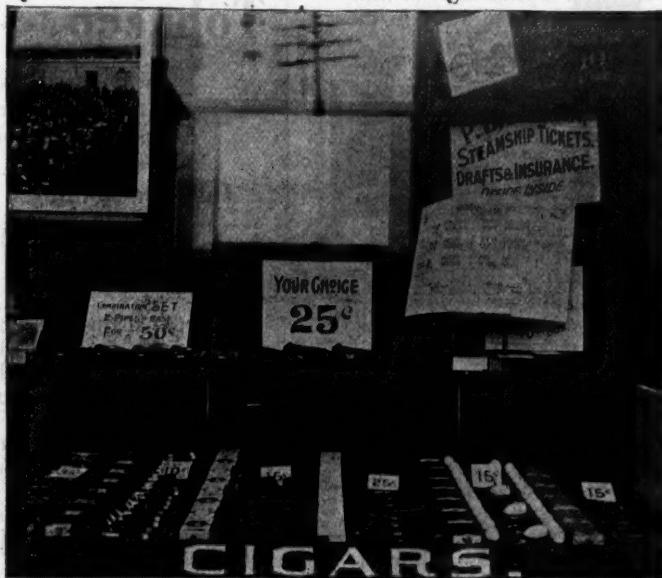
"Well," he said, "if you won't let me kiss you good night I shall not come to see you any more."

"Huh!" she replied, in rich, refined tones, "who cares? You're not the only stogie in the box."

## Window Dressing and Store Advertising

**S**UCCESS in anything is never certain—in business it is quite the contrary. "Sure things" in this mundane sphere are very few and far between, as doubtless every man has found to his sorrow. Expense is the certain thing in business as in everything else in life. Business is a

like the farmer, he never expects to reap a golden harvest the day after the seed is planted. Some men fail to succeed simply because they are in too great a hurry. So it is with some cigarmen who seem to carry the idea that a special window display is going to immediately boom business so



From a]

A "FLAT" WINDOW DISPLAY.

[Photo.]

venture, the success of which depends upon the courage and personal push of the man who is embarking on the sea of trade.

◎

Push is the quality that puts a man on top and it is constant push that keeps him there. The successful man's bump of get-there-ateness is always prominent and well developed; and

that extra help will be necessary to handle the rush.

◎

This may be true where special offers of some certain goods at a special cut price is made through the show window. Every change of display is a step in the right direction but it is most unwise to think that one window display is going to bring about success

in the cigar business. The value of advertising in the show window is accumulative, the same as advertising in any other channel or line of business; and the cigar merchant who constantly devotes the necessary time and attention to this branch of his business will be found at the head of the procession. His success, however, will not be the result of one window display.



He drew his cigarette box from his pocket, and with it some score of little coupons, which fluttered away in the wind

"Caramba!" cried Gaston. "There go two weeks' coupons from the cigarette boxes I have smoked! And I had almost enough to obtain a grand piano."



Some cigarmen seem to think that there is no use in even trying to do a profitable business in this the "between time" season, and are content to sit down and wait until business picks up again. The merchant who has "get there" in his make-up does not sit down and rest his feet—on the contrary, he is constantly on the go and forces his business, and the spur he uses is personal push and practical window displays. He always looks carefully to his window at all seasons of the year and when business tapers off he then devotes special attention to advertising his business and probably makes use of a special sale now and then in order to rid his shelves of undesirable and possibly slow moving goods



Cowing—Let me tell you, old man, it's mighty hard to get up in the world.

Callahan—Did ye iver thyr prymmin' a blasht an' shmokin' a poipe at the same toime.



The inventory will show just what goods can be disposed of and these may be bulked in the center of the window accompanied by an appropriate

placard. Provided there is a sufficient quantity of the goods say of several varieties, to fill the window, it is a wise scheme to devote the entire window to the display. In this connection the idea following will undoubtedly prove useful and beneficial.

## FREE Tobacco

BUY ONE PACK-  
AGE FOR 5 CENTS  
AND WE GIVE YOU

**One For Nothing.**



Don Quixote had just retired from his encounter with the windmill.

"But why," asked Sancho Panza, "did you give up just when you were winning?"

"Hush!" whispered his master. "The fight was a fake, like all the others—more wind than mill."

Cervantes, however, was not put wise and therefore did not give an accurate version of the affair.



This idea may be used in connection with a cigar or tobacco sale, whichever may be appropriate. Supposing that the goods are to be retailed at 5c. each and the merchant prefers to make his special offer of 2 for 5c., or 3 for 10c., as the case may be, the following plan can be used to good advantage. In the case of tobacco, a barrel or large packing case could be filled with the packages and then upset in the window, so the packages will spill over the bottom towards the window glass. If desired a large shovel or scoop could be placed near the box or barrel

TRY OUR



C I G A R .

FEBRUARY NUMBER, 1903.

THIS MAY BE CUT AND PASTED ON A CARD FOR WINDOW OR STORE DISPLAY.

THE SMOKER'S MAGAZINE.

with a card announcing, "Shoveling them out 2 for 5c." The bulletin appearing below could be used to good advantage and might read:

**Good  
Goods  
For You**

**2 For 5<sup>c.</sup>**

**At A  
Bad Price  
For Us.**

The proper display of goods in a show window is an art in itself and it may be made the most effective mode of advertising that can possibly be used by a cigar merchant. As before mentioned in these columns, it requires study and special care to produce the best results. To some men window dressing seems comparatively easy and they will get up a handsome display with little or no effort. Others hardly seem to know which way to turn and usually end up by doing nothing. Any man can at least keep his window clean and neat, which in itself is an attraction; and if he will devote a little time and attention to the subject and be observing he will have ideas of his own that can be worked into his window in good shape.

Every business man should take an inventory of his stock once or twice a year at least. This will show him what amount of stock he has on hand and how much he has made, just what

goods have been sellers, while the other will show his mistake in over-buying or selecting goods that his trade will not purchase. He can see wherein his success lies and learn to correct any little errors, which he can readily see by going over the list carefully. If the inventory demonstrates that he has been doing business correctly and along the right lines, then he should continue along the same line; while on the other hand it may be necessary to make certain changes in prevailing methods.

Also look over carefully the record of each of your employees and see what they have done for you during the year. It is not always possible to figure this in dollars and cents, and the merchant himself will have to be the judge as to how this may best be accomplished. All of these little points must be taken into consideration, however, when success is desired; and it is well to remember that in business it is the little things that are of importance—every one of which counts for something.

A general show card, that may be used in the window and afterwards displayed in the store, may read something as follows:

**Always  
Busy**

HERE, AND FOR THE  
BEST OF REASONS ::

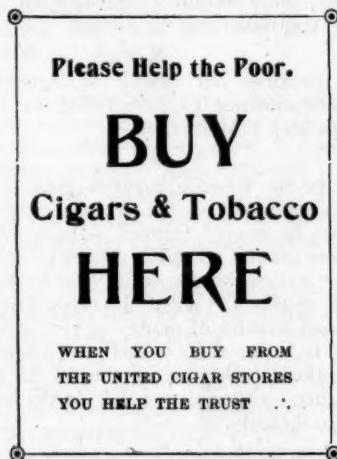
**We Have  
the Goods.**

Another idea that would prove ap-

propriate when used in connection with a cigar display, or a center piece advertising some special brand of cigars, could be worded thus:



The Point Cigar Store, 2724 Third Ave., New York, recently had an anti-trust announcement, which read something as follows:



Many other announcements of a similar nature have been seen in various parts of the country, but the majority of them were of the "SAVE YOUR HEALTH AND NOT BANDS" order, and therefore similar to cards which have previously appeared in this department. Here is one that is a little different from the usual run.



The full-page card appearing in this issue will be found of considerable benefit in directing attention to the cigarman's leading brand of 5-cent goods. The page might be trimmed around the black border and then pasted in the center of a large card; a frame could then be made by attaching to the card, in a large circle, 40 to 50 of the cigars advertised—same being used like spokes in a wheel, which will give the effect of a sun-burst, and attract attention to the window. The cigars may be attached by punching a series of small holes in the card and passing a loop of twine through each hole and inserting a cigar in the loop; then tying the twine to hold the cigars in place. Larger holes, in pyramid form, may be made in each of the four corners of the card in which may be inserted, say about six cigars, same to project at right angles from the surface of the card. A strip of red paper  $\frac{1}{2}$  to 1-inch wide, might be pasted on the outside edge of the card so as to brighten it up somewhat. Any cigarman can easily produce a handsome and eye-catching show card by following these simple directions.

# THE SMOKER'S MAGAZINE

PUBLISHED BY

**THE SMOKER'S MAGAZINE CO.**  
**42 ALBANY ST., NEW BRUNSWICK, N. J.**  
**AND**  
**TIMES BUILDING, 41 PARK ROW,**  
**TELEPHONE, 8207 CORTLANDT.**  
**NEW YORK CITY.**

Issued the first of every month. Ten cents a copy. Subscription price, \$1.00 a year, payable in advance, beginning at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the OLD and NEW address must be given.

CORRESPONDENCE on all subjects of interest to the trade is solicited.

ADVERTISING rates furnished upon application.  
 ENTERED at the New Brunswick, N. J. Post Office as second class mail matter.

VOL. X. FEBRUARY, 1908. No. 2.

**A**NY way that a cigarman has a mind to figure it, he cannot afford to get along without THE SMOKER'S MAGAZINE.

Organize and Bust the Trust.

Congress has at last passed the Trust-Buster bill—known as the Littlefield's bill. The result of which will be watched with eager interest by the trade.

Wake Up and Bust the Trust.

The demand for goods "Not made by a Trust" is constantly increasing throughout the entire country.

Brake away and Bust the Trust.

By the way, have you disposed of all Trust goods and laid in a stock of Anti-Trust.

Pull together and Bust the Trust.

THE SMOKER'S MAGAZINE has advocated, for practically four years, a National Association of Retailers and "American Independence," and we are therefore much gratified to note the most satisfactory progress being made along the whole line.

② Bust the Trust or get Busted.

② Have you ever stopped to think just how much credit is due THE SMOKER'S MAGAZINE for the constant agitation of the great benefits to be derived through organization?

② If the Trust don't sell goods it will Bust—Bust the Trust.

② How much do you appreciate our efforts? In case you are already a subscriber, send us one or more subscriptions from your friends, to show your appreciation in a practical manner, and also that the great work may be continued and broadened.

② Endorse our policy of American Independence by subscribing to THE SMOKER'S MAGAZINE.

② In the tobacco business goods that do not work for the dealer constantly may be termed "drones"—the worker-bees usually sting the drones to death. Get rid of the drones in your business at any price; even a comparatively small amount of money in your drawer is better than a shelf full of non-workers. Dispose of the lot at any figure—a special sale will do the business quickly.

② Every tobacco man who is loyal to Independent American industries, endorse our policy and help Bust the Trust.

② Many subscribers write asking us how their subscription stands. We respectfully direct the attention of all to the figures following their name on

the address label. Should the figures be "5-2," it signifies that subscription payment was exhausted in May, 1902 (the 5th month of 1902), in which case remittance should be made to extend the time, and \$2 will pay for two years to and including May, 1904.

◎

Take a good fall out of the Trust, then take another and one more, and Bust it into 1 2-3 oz. pieces. Read it again and Act.

◎

Is your subscription in arrears? When in doubt kindly favor us with remittance and the amount will be properly credited you. Please send us \$2 and your subscription will be extended two years and you will also receive a valuable present that can be used daily in your business.

◎

The cigarman who has the ability to make friends possesses one of the first elements of success. A courteous manner and a pleasant word will demonstrate to the customer in a telling manner that he is "welcome" and you desire his trade.

◎

The man who desires "Just a light, please," is a smoker and his trade you should endeavor to capture. A cherry, "Why certainly—help yourself," in response to his request will have a salutary effect and you will be rewarded by seeing him in your store again.

◎

The more accommodating you are to a smoker the more of them will drop in your store, and it is only a step from "a light" to "ten-cents straight," and perhaps, a regular customer. While on the other hand a begrudging manner, accompanied by a scowl, will drive dollars from your door.

◎

H. S. Bishop, one of the hustling representatives of this Magazine, is now calling on the Metropolitan trade, and we bespeak for him the kindly consideration of all on whom he may call.

### Trade Incorporations.

**J**IMP Cigarette Co., Baltimore, Md.; capital, \$2,000.

A. H. Hillman Co., New York; to operate cigar stores; capital, \$50,000.

People's Tobacco Co., Conway, S. C.; capital, \$1,000.

Mexican Tobacco & Cigarette Co., New Jersey; capital, \$100,000.

The United Improvement Co., Quackertown, Pa.; capital, \$5,000.

New Dorchester Cigar Mfg. Co., Kittery, Me.; to manufacture and deal in cigars and tobacco; capital, \$10,000—none paid in.

Georgia Vending Machine Co., Atlanta, Ga.; to vend cigars, etc.; capital, \$25,000.

The International Tobacco Co., Trenton, N. J.; to make and deal in tobacco, etc.; common, \$200,000; preferred, \$100,000.

Rothenberg & Schloss Cigar Co., Denver, Colo.; \$50,000.

Gonzales & Sanchez Co., Jacksonville, Fla.; to manufacture cigars; capital, \$25,000.

Crook & Wagstaff, Sioux City, Ia.; cigar dealers, chartered under the laws of South Dakota as a corporation.

Kinston Tobacco Factory, Kinston, N. C.; capital, \$10,000.

Muschert-Reeves Co., Trenton, N. J.; to transact a wholesale grocery and allied business; capital, \$125,000.

A. M. Gracia Cigar Factory Co., New York; to manufacture cigars; capital, \$25,000.

C. L. Peterson Co., Camden and East Orange, N. J.; to deal in tobacco, etc.; capital, \$50,000.

### What a Hero!

"What do you smoke stogies for?" said Dukes.

"Because," replied Lord, lightning another one, "a stogie doesn't pretend to be anything but what it really is. It isn't a twofer (puff, puff) masquerading as a 5-cent cigar that's just as good as a 10-center."

### Changes in Smoking.

**W**HILE there had been no change in the tobacco leaf itself within the past decade there has been some modification in the articles used for smoking," remarked a tobacconist recently.

"For instance, all efforts to popularize the pipe in cities in the United States to a degree approaching English and continental taste have met with failure. In cities, the man with the pipe is justly and universally regarded as a private and public nuisance. He is frowned upon by men and women alike, from the landlady of a lodging house to the occupants of the rear seats on an open street car.

"Outside of men whose manual or outdoor occupations make a pipe acceptable to them and force its tolerance upon others with whom they come in contact, it is the exception that a man is seen upon the streets of cities in good clothes with a pipe in his mouth, unless he be a student, or one whose affectations of English customs is obvious from his make up. As a class of wage earners whose incomes admit of cigars but who affect the pipe while at work, especially at their desks, newspaper men take the lead. In the college towns, a pipe is as essential to the standing and equipment of a student as is his class pin or the colors of his alma mater. It is a sight which causes an observing man much quiet amusement to stroll along the streets of New Haven which lie close to Yale, and look at the college youth with his inseparable pipe and consciously important bearing. He has a pipe, and is a man.

"In short, except in the country and in the smaller towns and villages, the great mass of American smokers are against the pipe in public, though many smokers have their pipes at home. The American woman, too, has set her dainty foot firmly against the pipe, whether at home or on the street, and women who raise no objection to the cigar are unswervingly against the pipe. Since the smoke from a pipe, whether blown back from

the smoker's lips into one's face in an open street car, the smoker of a railroad train or elsewhere, is often nauseatingly offensive and frequently absolutely intolerable, it is not regretted that such national aversion to this form of the use of the weed exists. Another reason why pipes are not popular in cities is that the average American has plenty of spending money and he indulges his taste for cigars according to his income, where in Europe men in similar walks of life save their spare cash and smoke pipes.

"Again, in Europe nearly every smoker has his meerschaum which is his especial pride. In the United States this class of pipe is not nearly so extensively smoked as in years gone by, and you will notice that the briarwood pipe is almost exclusively displayed in the shops of tobacconists. The American is always in too much of a hurry to give proper time and attention to the smoking and the coloring of the meerschaum pipe which he breaks as easily as the European keeps his intact, and the wooden, corncob or clay pipe holds almost complete supremacy.

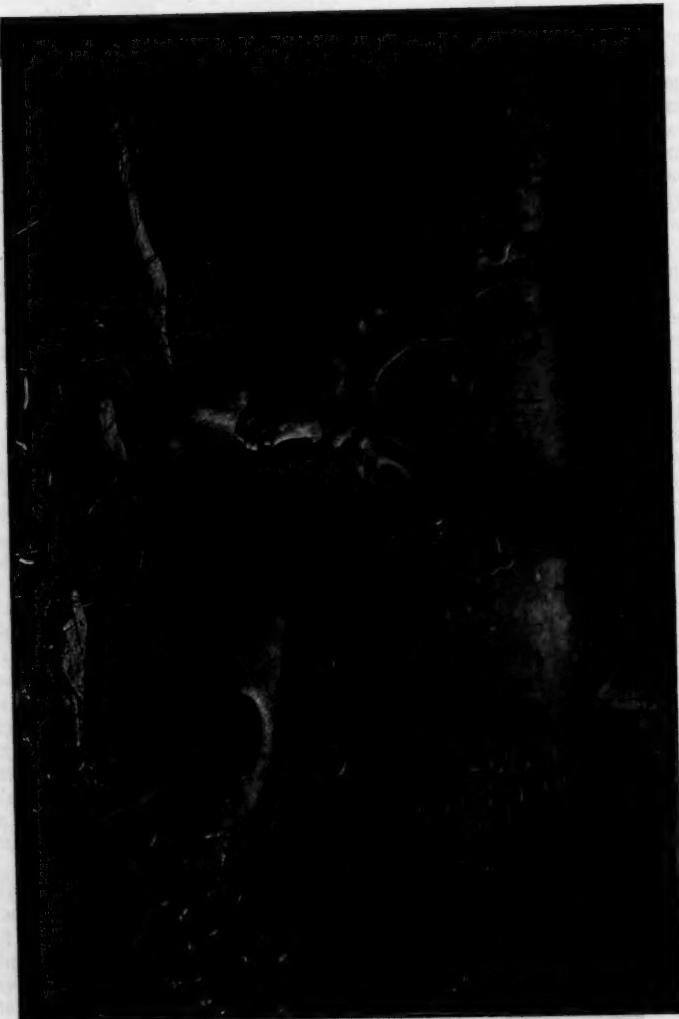
"The cigar holder, too, has passed as compared with a decade or so ago, and it is the exception that one is used. The best flavor of the cigar, it would appear from what men tell me, is not obtained unless the roll of the leaf itself lies next to the tongue and the lips. There was a time when the cigarette holder was frequently seen, but it is a rarity in the present year of grace.

"Another habit among men of what may be called the better class, for he sake of a designation, which has fallen into disuse is the chewing of tobacco, especially in cities, where, apparently by a common consent of long standing, it is agreed that men who aspire to fulfill to the utmost the title of a gentleman have cut this habit out entirely. This is especially true of men in professional and business life who are brought in close contact with women and other men who look upon chewing as an unjustifiable practice."

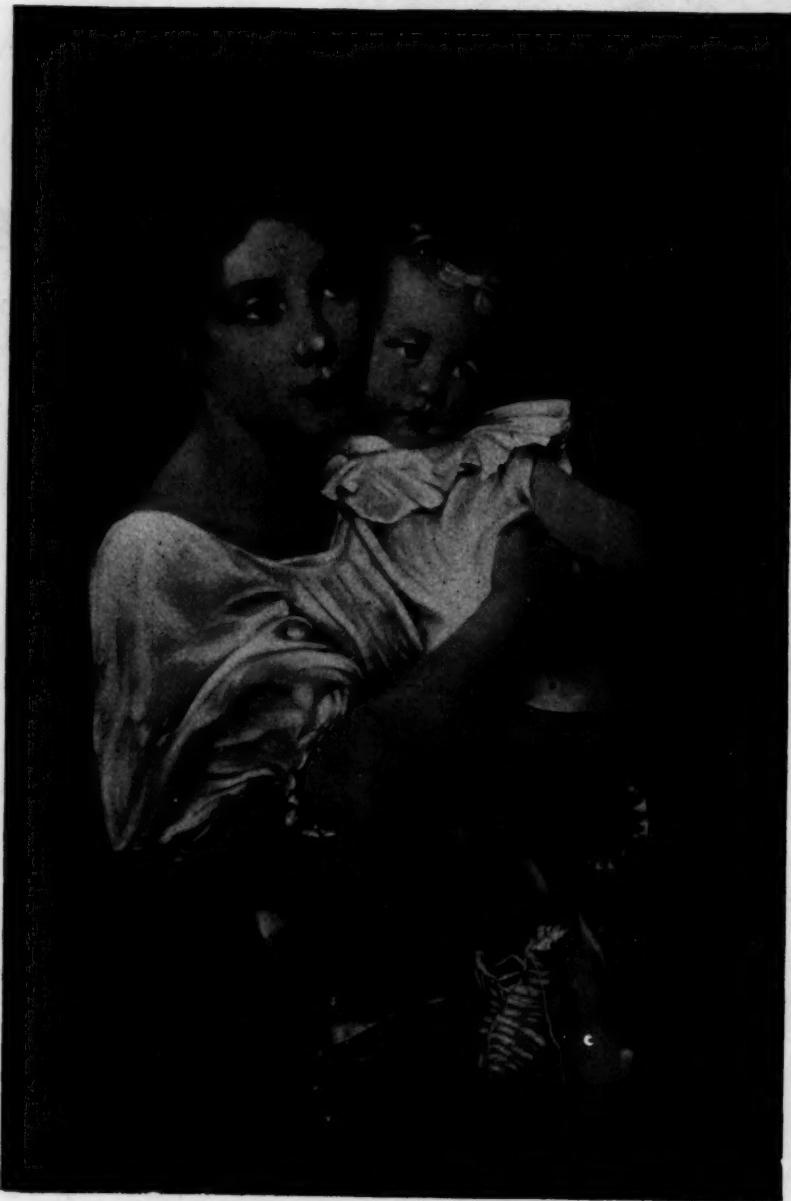


GARDEN OF THE GODS.

IN THE VELVET.

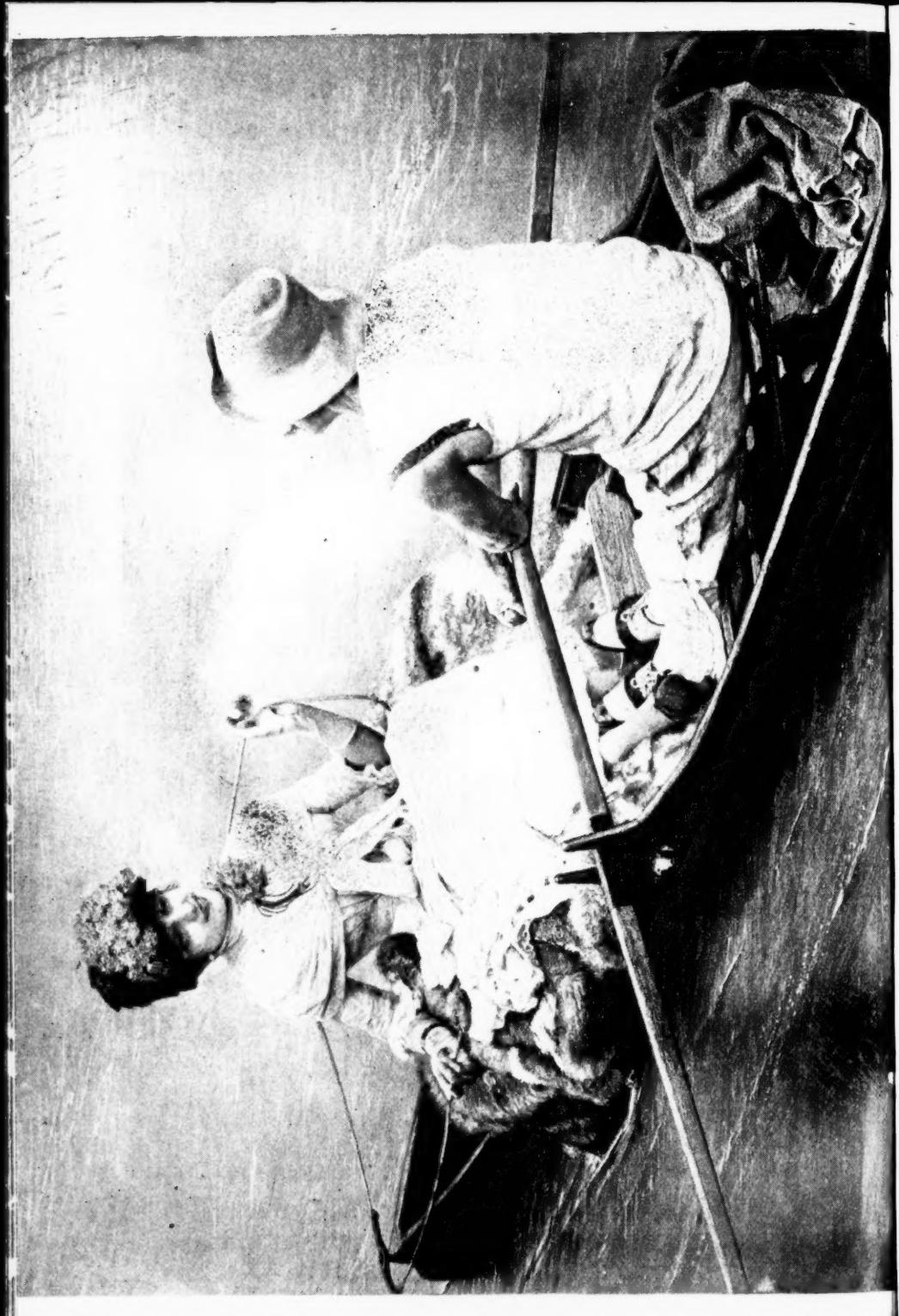




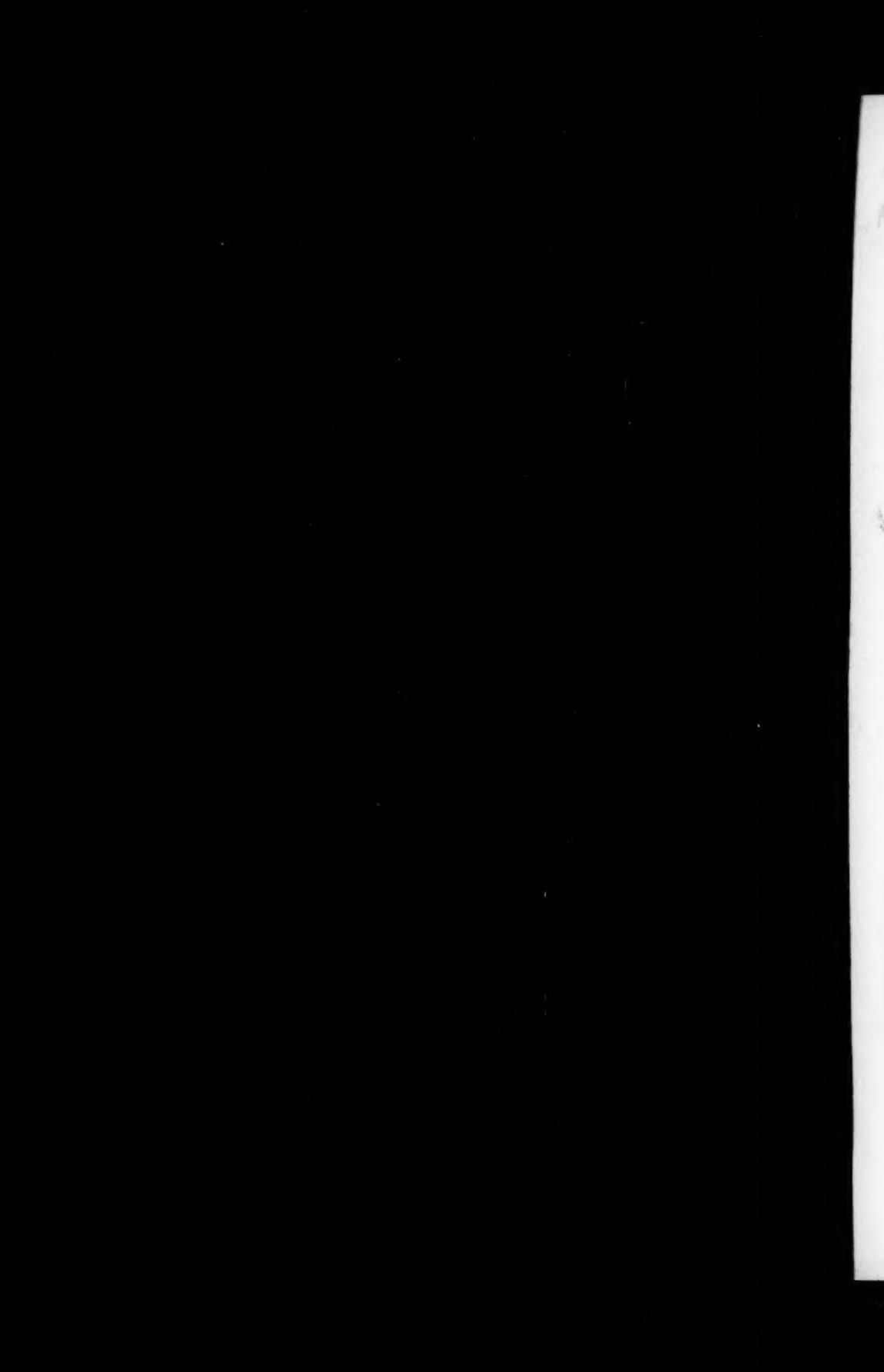


LITTLE PET.









**Miscellaneous Musings.**

**E**XHIBITS of tobacco at the Louisiana Purchase Exposition, or St. Louis World's Fair, in 1904, will of course be located in the Agricultural Building, Department H; and will be classified as follows: Tobacco culture; raw materials; factory equipment; construction of factories; laboratory appliances and manufactured products. No charge will be made for space occupied by exhibits, and a limited amount of power for the operation of machinery will be furnished free of cost.

—The December output of cigars was 547,926,890, and there were many hundreds whose guesses were so close to this number in the \$5,000 Prize Guessing Contest, that they considered themselves winners until the final announcement was made. Rumors are now afloat that a similar contest will be announced soon, as to the output of cigars in November of this year—the prizes to be awarded as Christmas presents.

—Business with the enterprising concern of Bustillo Bros. & Diaz, New York and Tampa, continue to show a handsome increase in volume from month to month. Last year showed an output of nearly 3,000,000 cigars more than any previous year in the history of the firm, which result was accomplished by the excellent quality and uniformity of the goods, backed by the untiring business push and personality of Jose M. Diaz, and a well trained corps of assistant hustlers. J. F. Williams, with headquarters at Detroit, will look after the affairs of the house in the Middle West; while Sam Caro may be expected to give an excellent account of himself in the Pacific coast territory. The present year will undoubtedly be a record breaker with Bustillo Bros. Diaz.

—A grand total of 821,823,963 pounds of tobacco is the production of the United States for the year 1902, being a heavy increase. Prices were higher and the quality much better than ever before.

—It is reported from Louisville that the British-American Tobacco Co., the English branch of the American Co., has bought the W. S. Matthews & Son tobacco plant for \$2,000,000. The New Orleans rehandling plant of the American is to be removed to Louisville and merged with the Matthews plant.

—Nearly 7,000,000 cigars were manufactured in 1902 in Danville, Va.

—The "weed that soothes" consists of many component parts, as follows: Albuminoids, alcohol, ammonia, cellulose, citric acid, creosote, essential oil, malic acid and nicotine. Small traces are also found of nicotianine or tobacco camphor, nitrogenous substances, such as saltpetre, oxalic acid, pectric acid and a trace of resinous substances. Aren't you glad you found out?

—The output of the Cameron & Cameron Co., the "independent" manufacturers of high-grade tobacco and cigarettes, Richmond, Va., continues to show a handsome and steady increase, and the past year has been a most satisfactory one with the concern. The Cameron goods never fail to please wherever on sale and they are always found in a prominent place in the store that caters to the better class of smokers.

—Four and a half pounds is the average consumption of tobacco, per capita, in the United States.

—The capital stock of the Consolidated Tobacco Co. has been increased one-third—from 30 to \$40,000,000.

—Duplicate orders are being received by the old established house of M. Stachelberg & Co. in a volume that continues to keep both the New York and Tampa factories more than reasonably busy, which demonstrates in a pleasing manner the steady demand for La Fama Universal, Millie James and other popular clear Havana brands of the concern. E. J. Stachelberg recently visited the Tampa factory and also spent some days in Havana looking over the firm's holdings of Havana tobacco, and reports everything as being most satisfactory.

in every way. Ludwig Lasker has taken a short trip through New England, which by the way proved a very resultful one; and he is now putting in good work in his Southern territory and sending in good sized orders almost every day. J. W. Kelly & Co., of Chattanooga, now handle the Rafael brand in nearly a dozen sizes.

—The Tobacco Salesmen's Union of Chicago have posted cards throughout the city denouncing the tobacco trusts, and asking consumers, labor organizations and all others to aid them in their fight.

—A large portion of the snuff necessary to supply the world's demand is produced in the State of Tennessee.

—A million dollar cigar company has been organized to work in harmony with the National Cigar Dealers' Assn. in its fight against the Trust. The factories are to be located in Detroit, with branches in various sections, and it is expected that goods to compete with the Trust products, will be placed on the market in the near future. Sigmund Rothschild, Henry Stephens, Jas. H. Brown and Alex. McPherson are named as incorporators of the concern.

—Remarked a prominent cigarman recently: "There used to be one objection, and only one, with regard to the use of Parmenter's Cigar Pockets—and that was the necessity of having the coupons or pockets in sheets on the case or counter. Now, that is all done away with, through the use of the new 'Brass Retainer,' furnished free, which takes a roll of 250 of the wax-lined pockets and permits of one or more of them being detached as needed." The Racine Paper Goods Co., Racine, Wis., supply one of the Retainers with each initial order for 10,000 pockets, the use of which on the counter will be found not only very useful but ornamental in a high degree. No argument is necessary to convince any progressive dealer of the value of the use of Parmenter's wax-lined cigar pockets in retaining and

increasing trade. Discriminating smokers appreciate the fact that the pockets protect cigars from breaking and keep them in proper condition, and the cigarman who hands out his cigars in Parmenter's improved pockets, is the one who does the business.

—The anti-coupon bill introduced by Representative Otjen, (Wis.) is intended to reenact into law the last paragraph of Section 10, act of July 24, 1897, with a slight amendment, by insertion in that paragraph after the word "cigarettes" the word "cigars." This entire paragraph was repealed by Section 2, act of July 1, 1902, which is intended to suppress lottery schemes and use of tickets and indecent pictures. This statute is Anti-Trust legislation pure and simple.

—St. Augustine, Fla., is coming to the front as a producer of clear Havana cigars, the output during 1902 being something over 3,000,000 smokes of the better class.

—U. S. Consul Hall reports that the Regie system of Japan, after a trial of four years, has failed to perform what was expected by its advocates. It has not fostered tobacco-growing nor bettered the quality of the leaf but is said to have helped smuggling and violations of the Kegie laws. Everybody in Japan is dissatisfied except the politicians and the few merchants who supply the government with tobacco.

—Sixty traveling salesmen, heretofore employed by the Weissinger Tobacco Co., have received notice that their services were no longer required. This is a Trust way of reducing expenses.

—The campaign for pushing the products of the Roycroft Segar Shop will be widened and broadened considerably by John W. Merriam during the following year, and operations will be conducted in a systematic manner that will bring Baron de Kalb, Henry Irving, Ellen Terry and the other Bull Dog brands of clear "Habana segars" of John W. Merriam & Co. before the trade and smokers generally

more effectively and thoroughly from ocean to ocean than ever before. Duplication orders are keeping the factory busy in every department and shipments are going out regularly and in a volume that shows an excellent start for 1903. I. Van Baalen is now on the road in the Middle West and his daily reports are most satisfactory at headquarters in New York.

—Last month witnessed the reorganization of the old and well-known firm of Acker, Merrall & Condit, which is now capitalized at \$5,000,000, and will continue the vast business under the name and style of the Acker, Merrall & Condit Co. The officers of the company are: H. J. Luce, president; W. J. Merrall, 1st v.p.; A. E. Merrall, 2d v.p.; F. E. Merrall, 3d v.p.; Geo. J. Smith, secy.; and Walter Merrall, treasurer. Several new branch stores are to be opened in the near future, and the cigar department of the concern is to be made more of a special feature and factor than ever before.

—All of the cigar factories at Tampa are reported as working full time and matters are moving along in a most satisfactory manner in that city.

—The large factory of the American Tobacco Co. in Baltimore was shut down last month, the cause of which is unknown. The plant manufactured cigarettes, plug and smoking tobacco.

—About 22,000,000 pounds of tobacco were produced in Mexico, during 1902, which is a heavy increase over the preceding year.

—Recently issued statistics go to prove that the independent tobacco manufacturers of the country are enjoying a large and liberal measure of prosperity, which will undoubtedly continue to increase in volume if the present indications count for anything.

—The proper moistening of cigars of all grades is an art in itself and the old antiquated scheme of a saucer and sponge has long ago outlived its usefulness. Felt in pans beneath the goods is the wrong principle and the

water contained in the felt and sponge in such receptacles becomes slimy and poisonous; and instead of improving cigars this method has just the opposite effect, making the best cigars unhealthful and unfit for smoking. O. R. Rice & Co., 103 E. 14th St., New York, has perfected a moistener that is built for business—the right materials are employed and the principle of proper moistening applied. Note the illustration of the Rice moistener, appearing on another page, which is filled with a mineral absorbent that purifies the water, and is suspended above the goods—the moisture being allowed to fall, in accordance with the law of nature; viz.: the attraction of gravitation. Man cannot improve on nature, nor make a river flow uphill. Every cigarman should therefore be supplied with the Rice moisteners.

—The United Cigar Stores Co. has opened new stores at 743 Broadway, 126 West St., 127th St. and 3d Ave., Fremont Ave. and 401 Sixth Ave., New York, and also two stores in Philadelphia, on Chestnut and Market Sts.

—Almost 6,500,000,000 cigars were turned out by the factories of the United States during the year 1902, and very few seem to realize this immense increase in production, which is almost appalling. The figures for the year follow:

	1902.	1901.
Tobacco, lbs.....	318,060,068	294,310,365
Cigars, No. ....	6,484,088,457	5,919,345,363
Small Cigars.....	707,560,648	749,629,885
Cigarettes, Small.....	†2,735,885,611	2,412,775,296
" Large .....	12,465,488	5,738,893
Total.....	2,748,151,099	3,418,514,099
Snuff, lbs.....	18,621,832	17,141,244

† Includes 2,300,614,333 at \$1.08 per thousand, and 435,271,278 at 54 cents per thousand.

The output of smoking and chewing tobacco and cigars is certainly most gratifying to the trade, which amount of business is legitimately large, there being no artificial stimulus, such as a reduction in the tax, to effect the general result of the year past. And the outlook for this year (1903) is very bright; a heavy and

prosperous year is indicated by present conditions.

—The Perfection Lid Rest which is handled by the Michigan Novelty Co., 344 Michigan Ave., Detroit, Mich., is a meritorious little article that meets with ready approval when seen by a dealer. It is an ingenious device that firmly holds the lid in any desired position and at the same time holds the price card in position on top of box. The Perfection is cheap, being but 20-cents a dozen, and its use greatly improves the appearance of boxes in window or on case, all box lids being on the same slant. Better send for a sample dozen at least and learn just how good they are. It really is the greatest little thing you ever used.

—There was a great slashing of prices in Boston last month. Many of the local cigar dealers met the prices of the United Stores and in many cases went them one or two better. Public sympathy seemed to be with the old established dealers and nearly all of the cutters expressed themselves as well satisfied with the general result of the little fracas.

—Last month Internal Revenue agents seized a large quantity of stogies, in the neighborhood of 100,000, on which it is claimed, no revenue had been paid. The entire plant, which was located in lower Mulberry St., New York, was confiscated and the alleged proprietor, B. Cassessa, held in \$2,000 bail, which was promptly furnished.

—It is stated that an agreement has been arrived at between the Porte and the American Tobacco Co., by which the latter will take the whole output of Turkish tobacco.

—The tobacco and cigar interests of the country, ably represented by a delegation composed of Chas. Fox, of the National Cigar Leaf Tobacco Assn., A. Bijur, of the Executive Committee, and Richard A. Bachia, secretary of the Havana Cigar Mfrs.' Association, last month appeared before the Senate Committee on Foreign Relations, and made a strong appeal for a uniform duty of 30-cents on Cuban leaf and no

cut on Cuban cigars. The trade seems agreed that this arrangement would be an equitable adjustment of the matter.

—The O. I. C. cigar of Julius Albarez & Co., Allentown, Pa., although a 5-cent smoke is unequalled by many cigars costing the retailer considerably more money. They are really a superior piece of goods which is handmade and Sumatra wrapped and filled with an excellent quality of leaf that burns to the satisfaction of many discriminating smokers. A cigarman can make no mistake in accepting the special offer made by the company on another page and at least sample this good smoke.

—Matters at Key West are moving quietly and nearly all the factories are busy and in full operation. The outlook for this year is most satisfactory in almost every direction, and many of the manufacturers are already planning vigorous campaigns.

—Nothing but the "genuine article" in Porto Rican cigars and leaf tobacco is handled by Jerónimo Menéndez, 192 Front St., New York, which are of the best quality grown in Porto Rico, and in buying from Mr. Menéndez a person can rely on obtaining just the goods he wants.

—It is reported that four of the largest cigar manufacturers in Havana have entered into an agreement not to sell their brands or plants to any one for 10 years. The companies signing the agreement are Rabell, Costa, Valles & Co. (Ramon Allones factory); Behrens & Co. (El Sol factory); Cifuentes, Fernandez & Co. (Partagas factory); and Rabell, Costa & Co. (Romeo and Juliet factory).

—Last year's crop of Connecticut tobacco was said to be worth something over \$3,500,000.

—A very handsome line of premiums are being offered to customers by J. Edward Cowles, the resourceful manager of the cigar department of Austin, Nichols & Co., New York. With every 50-box of Sweet Viollet cigars the customer receives a certificate or coupon, and these are re-

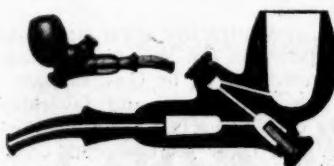
deemable and exchanged for various valuable and useful articles shown in a well printed and illustrated catalog, a copy of which is free and should be in the hands of every dealer in the country, who will be well repaid by writing for a copy at once. "Full value in cigars and extra value in premiums" seems to be Mr. Cowles' motto, which he is certainly carrying out with a very liberal hand.

—British tobacconists are up in arms against the Imperial-American Trust, which declined to grant their demand of a revised schedule of prices assuring the retailers a profit of 20 to 25 %. A monster mass meeting of Retailers' Associations is expected to work wonders, but is not considered the wisest plan by many to try to force matters.

—The exports of leaf tobacco from Havana during 1902, were 29,652,-020 lbs., of which the United States took 22,329,140 lbs., or three-fourths. The exports of cigars during the same period were 208,508,550, of which 97,319,558 went to Great Britain and 42,285,815 to the United States. The exports of cigarettes were 205,000,000 and of smoking tobacco, chiefly picaduro, 65,359 packages.

—Trade conditions in tobacco circles the country over, generally speaking, are very bright; and everything seems to point to another record breaking year.

—Saurman's May Belle pipe is constructed on a new and unique principle, by which the smoke is drawn into the reservoir at the top of pipe and



then passes into a lower chamber, where the nicotine and other impurities are absorbed, the smoke reaching the mouth in a clean, cool, dry and sweet state. These pipes are made by

the New Era Pipe Co., Dept. No. 1, Norristown, Pa., who will gladly quote special prices and furnish free a handsome booklet, which fully explains the good points of this meritorious article. Every tobacconist and smoker should send for the booklet at once and learn the facts regarding this new and substantial pipe.

—Jacob I. Mayer has been elected vice-president of the Max Schatz Co., which is now located in its new factory at 327 E. 63d St., New York, where ample facilities will soon be in proper order for handling the increasing business of this young and extremely healthy concern. Mr. Mayer immediately started in to do some good work by opening a number of new and desirable accounts. The year 1903 will be a record one in the history of this house.

—A man walked into a New York cigar store recently and purchased the establishment from the young man seemingly in charge, for something like \$200. The fact that the store was worth about \$1,500 didn't seem to appear to the purchaser who wanted to buy it cheap, but when the real proprietor came in and asked him what he was doing there, even then he didn't seem to think he was other than the owner of the store. It required a policeman and later several lawyers and a magistrate to settle the matter, and it really hasn't been adjusted as yet.

—Smoking in the corridors and lecture rooms of the faculty has been enjoyed by Paris students for time immemorial, but now the fiat has gone forth that the privilege shall end forthwith and there is consequently great agitation in the student world. The untidy appearance of the corridors and rooms is the reason for the order. Tobacco may still be enjoyed in the dissecting room and the students may therefore smoke and saw.

Algernon—You must blow in a good deal on cigarettes.

Harold—Oh, yes, but I blow it all out again, you know, dear boy.

**He Resumed Chewing.**

**N**OW that the great army of men who gave up their bad habits on New Year's day have fairly started in on the narrow path, it will do no harm to mention the case of a friend of mine," said the man with the perfecto, speaking to a party of friends at the club.

"This young man tried to give up the bad habit of chewing tobacco. He consumed 20 cents' worth of navy plug every week, and considered it not only a bad habit, but extravagant, so he stopped short. Then he found the craving too strong and began chewing again. At last he saw the advertisement of a 'tobacco cure,' warranted within a certain period of time to cure the craving entirely. At the end of a week, instead of his 20 cents' worth of tobacco, he had eaten \$1.50 worth of the 'cure,' 50 cents' worth of chewing gum, 10 cents' worth of candy, 20 cents' worth of peanuts, two packages of cough drops and two rubber erasers. In the interest of economy he has again taken up chewing tobacco."

**New York Theatres.**

**M**ADISON Square Garden will doubtless be well filled with sportsmen and their many friends from the 21st to the 28th of this month, at which time the Annual Sportsmen's Exhibition will be held. Heretofore the exhibition has been held later in the season, usually in March. This year's exhibition promises to exceed all others in attractiveness, and special features and contests will be in order every day. The attendance should be large and every one who visits the many exhibits will be well repaid.

"Mr. Pickwick," at the Herald Square, is still a very popular attraction.

Annie Russell in "Mice and Men" continues to draw large crowds to the Garrick.

At the Manhattan, Mrs. Fiske in

"Mary of Magdala" is one of the continuing successes of the season.

"Florodora" has proven itself a two-time winner in New York, and large crowds are attending the revival at the Academy.

Wallack's is thronged nightly by "The Sultan of Sulu."

"A Chinese Honeymoon" at the Casino seems to run somewhat longer than the usual thing of that kind—it continues to be a big success.

"Mr. Blue Beard" is delighting large audiences nightly and matineely at the Knickerbocker.

A theatre within a theatre is presented at every performance by Jerome Sykes in "The Billionaire," at Daly's Theatre.

At Proctor's various theatres the stock companies of favorites continue to present successful comedies and dramas, interspersed with high-class vaudeville acts of a pleasing nature. The bill at the 23d St., Theatre is made up entirely of vaudeville acts that please a large audience every evening.

**Retailers' Review.**

**L**ONGMONT, Cal., has a new, very neat and attractive cigar store, which is ably conducted by Archie Cole.

The cigar store which was recently managed by F. T. Ltuse, in Crawfordsville, Ind., has been purchased by Frank Stout, who has greatly improved the establishment.

An up-to-date cigar store has been opened by S. C. Marum, Middletown, N. Y.

A very attractive cigar stand has been opened in the Woodruff House, Watertown, N. Y., by Gus. Balfour.

The prominently and favorably known cigarman, H. C. Fry, has purchased the cigar store recently conducted by Callahan & Hampton, at 211 W. 5th St., Davenport, Ia.

W. T. Guyer has opened a well equipped and modern cigar store on the east side of the Plaza, Santa Fé, New Mexico. The location is advan-

# MI FAVORITA

## CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

**PARK & TILFORD,**

*Broadway, corner 21st Street,*

*NEW YORK.*

**PRICE LIST ON APPLICATION.**

# SAURMAN'S

The May Belle.



Patented June 10, 1902.

## New Era Pipe

Is easy to clean, gives a cool, dry, healthful smoke without nicotine. No old pipe odor or taste. The nicotine removed by expansion, collected and retained in the absorbent, cannot reach the mouth to injure the health.

Made of Briar, Price \$1.00 by mail. With fine amber mouth piece, \$2.50. Heavy Sterling silver mounting, \$3.50.

Money back if not satisfactory.

Dealers write for prices. Booklet Free.

Reference : Mon't Trust Co.

**NEW ERA PIPE CO.,**

Dept. 1.

NORRISTOWN, PA.

**Smoke Up!**  
Mayer's 604  
**PANETELAS**

Solid Satisfaction in Every One.  
Most delightful and satisfying smoke in the world. Pleases every lover of good tobacco. Full size, 5 inches; hand made, long filler. If your dealer doesn't have

**Mayer's 604 Panetelas**

SEND

**\$1 FOR SAMPLE BOX OF 50**  
Delivered free anywhere in the United States. State color wanted—dark, medium or light. Write for Booklet.

**W. I. MAYER & CO., Makers.**  
606 Liberty St., Pittsburgh, Pa.  
Reference : DUN or BRADSTREET.

tageous in every respect, and the store is well stocked with a choice line of goods.

—A cigar store on modern lines, has been opened by Alof Anderson, Astoria, Ore.

—Fred Berry has opened a neat cigar establishment in Carthage, N. Y., in which he will demonstrate his ability to please smokers.

—A cigar store which promises to be a success in every way has been opened on West Main St., Johnstown, N. Y., by Charles Newnham.

—In the Greenwald Building, King-stn, N. Y., S. Green has opened a first-class cigar store.

—Malvern, Pa., has a new and attractive cigar store conducted by Joseph Miller.

—A modern cigar establishment costing \$40,000 to equip has won distinction for Harry Silverman, of Atlanta, Ga. This handsome store is situated at Alabama and Whitehall Sts., in the Southern Metropolis.

—A cigar store to be conducted on modern lines, has been opened by E. H. Steffens, in Plattsburgh, Wis.

—Landau & Ball will be the name and style of the new concern opened by Harry Landau and John Ball, which they purchased from Martin L. Landau, Danville, Pa.

—T. C. Cake has taken the cigar store of R. J. Parrish, Mansfield, O., which will be conducted in a manner to "take the cake."

—Under the proprietorship of M. F. Craugh, a handsome and complete cigar store has been opened in Penn Yan, N. Y.

—Neil E. Lynch, one of the proprietors of the American House, of St. Albans, Vt., has purchased the cigar store recently owned by J. J. Thompson.

—Owing to the success of his two leading cigars, the B. C. M. and Bangor Panatella, Albert Lewis has opened a larger and handsomer cigar store at 26 State St., Bangor, Me.

—At the corner of North and Battery Sts., Burlington, Vt., a well equipped cigar store is being operated by Edward Moran.

—George Dengler, 1137 Franklin



## TWO MEN AND A DOG.

Find the dog's head, mark it, cut out the picture and mail it to us; if correct we will send you one of our attractive

### Souvenir Puzzle Books,

FREE OF CHARGE.

In the meantime (and all the time), please bear in mind that the

## SWEET VIOLET

Is the Best Five Cent Cigar on Earth.

AUSTIN, NICHOLS & CO.

New York.

J. EDWARD COWLES, Mgr. Cigar Dept.

A sure  
cure  
for  
Dry  
Cigars  
and  
To-  
bacco.



A cure  
for foul,  
slimy,  
Sponge,  
Cotton  
and  
Felt.

The above devices Nos. 1, 2, 3, 4 and 5, under O. R. Rice's Patent, Jan. 26, 1892, are all adjusted above cigars and tobacco perforated side down, the absorbent in them is mineral and the longer water stands in it the cleaner it becomes. Common sense teaches that moisture is heavier than air and falls and that being a fact dealers with pans underneath their goods only expose their ignorance of the first principle of moistening cigars and tobacco: water absorbed in sponge, cotton or felt becomes slimy and poisonous, that which no smoker should suck and inhale.

Nos. 1 and 2 represent show case moisteners (for every 3 feet) to hang above the retail stock. No. 1 shows practical advertising for cigar jobbers and manufacturers; very low price in quantities. No. 3 for tobacco pails. No. 4, Pans  $\frac{1}{2} \times 1 \times 30$  to slide in rear of silent salesman case in place of worthless pan wrongly placed with perforated side up; also size  $\frac{1}{2} \times 7 \times 17$  for each wall case shelf;  $\frac{1}{2} \times 18 \times 40$  for storage room, and all sizes for storage chest. No. 5. No gentleman's room is complete without it—no box of cigars can be kept outside of a closed case without it. Give us the number of shelves in wall case and size of show case, and we will ship on 10 days approval.

O. R. RICE & CO., 103 East 14th Street, NEW YORK.

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Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and Standard machines at from \$35 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly.

We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

**Consolidated Typewriter Exchange,**

241 Broadway, New York City.

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Wholesale and Retail.  
202-204 Pearl Street, and 113 Malden Lane,  
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TELEPHONE 1853 JOHN.

You Can Easily

## PLAY PIANO Without Study.

See Advt. on Page 77

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**Gasolene Automobile**

*Is acknowledged the BEST of its class.*

It is equipped with a 7-horse power two cylinder motor of the approved type. Has 3 speeds and reverse and

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Is speedy and a great hill climber.

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192 FRONT STREET,  
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IMPORTER OF

**Puerto Rican  
Cigars and...  
Leaf Tobacco**

LEADING BRANDS

La Flor de Juncos, Rosa de Juncos,  
Buen Gusto, Fumador de Juncos,  
La Preferida, Sunchita, Flor  
de Utuado and Fin de  
Siglo.

Ave., Reading, Pa., has opened up a cigar and tobacco store, which looks to be a success from the start.

The cigar store formerly conducted by L. W. Sechrist, Wellington, O., has been purchased by J. L. Chapman.

Michael McKelligot, is the proprietor of a new store in Palmer, Mass.

D. M. Lamitie & Co., dry goods merchants of Easthampton, Mass., have purchased the cigar store of P. H. Dunbar, and have placed Cyril Limitie in charge.

At Reading, Pa., Charles E. Auman, of 9th and Walnut Sts., has had his store equipped with new and handsome fixtures throughout.

W. C. Pelham has opened an attractive cigar and tobacco store at 107 W. Main St., Lexington, Ky.

O. M. Mitchell's cigar store, in Edinburgh, Ind., has been purchased by I. Thompson.

A well equipped tobacco and cigar store has been opened at 270 S. 9th St., Reading, Pa., by Harry S. Wolfskill.

Feeller & O'Neill, of Portland, Ore., have opened two elegantly modern cigar stores, one at the corner of 5th and Washington, and the other at 15th and Washington Sts., in that city.

Lebanon, Pa., has a handsome and attractive cigar store in the Meredith Building, under the proprietorship of William Cassell, who is showing that thorough experience brings success.

John Altman has opened an attractive cigar store at 16th and Diamond Sts., Philadelphia, Pa.

A first-class cigar establishment, which promises to be a success in every particular, has been opened by John Kelly, 2d and Flower Sts., Chester, Pa.

One of the most attractive establishments in Omaha, has been opened at 220 S. 14th St., by the Sachs Cigar Co. The place shows great taste and exquisite workmanship. The fixtures are of quartered oak, and French beveled plate glass; with everything else that goes to make up a handsome and first-class cigar store. The store at 1220 Farnam Street, which was oc-

## ACKER, MERRALL &amp; CONDIT'S



## CLEAR HAVANA CIGARS,

Chambers St., West Broadway and Warren St.,  
57th St. and 6th Ave., and 135-139 West 42d St.

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A sample hundred, four different brands, forwarded express paid, upon receipt of \$3.15. Above lot is Sumatra wrapped with the Union label on each box. Just the thing to increase your retail trade. Explanatory price list with each order. Established 1886. Address W. E. KRUM & CO., Heading, Pa.

## RARE BUSINESS OPENING.

Wholesale and retail cigar business in village of Malone, N. Y. 9,000 inhabitants; summer resort; foot hills of Adirondacks; hustling town, county seat of Franklin county. Business well established. Good opening for right party. For particulars address

A. P. MOSES, - - - MALONE, N. Y.

## CIGARS

If you are looking for a first-class line of cheap cigars—cheap in price only—it will pay you to write and get your prices. For cheapness and good quality our cigars defy all competition

Dealers will please make a note  
of that fact, and address

HORNING & CO.,  
714 N. 8th St. - - - Reading, Pa.



## DON'T WASTE VALUABLE TIME

Putting nails in your Cigar Box Covers, to hold them in a straight or slanting position; and don't keep everlastingly fussing with your price cards to keep them in place.

## BE UP TO DATE GET A MOVE ON

And send 20 cents for a sample dozen of our

### PERFECTION Cigar Box Cover and Price Card Holders

Give them a trial and you will at once re-order in 100 or 1000 lots. There is nothing made to equal them at any price and they last a life time.

### They Will Stiffen the Covers

Hold the Price Cards in place, put all covers on the same slant, make the handling of cigars a pleasure and improve the looks of any cigar case from 100 to 500 per cent.

**A Fine Thing for Window Display. Sit Down — Drop Everything—and order Now. Stamps accepted.**

**Michigan Novelty Co.**  
344 Michigan Avenue,  
**DETROIT, MICH.**

cupied by this enterprising concern for nearly ten years, will be continued for the present.

—Daniel Kershner has opened a new cigar store at 4th St. and Prospect Ave., Bridgeport, Pa.

—At Binghamton, N. Y., Fred Ransford has opened a new cigar store which is to be conducted along modern lines.

—A modern cigar store has been opened at 40 N. 8th St., Allentown, Pa., by Nicholas Rech.

—C. N. Munson now occupies his new store, 18 No. Fair Oaks Ave., Pasadena, Cal.

### Short Smokes.

**R**ICHARD O'FLYNN of No. 244 Front St., Worcester, Mass., has sold all the pipes of his large collection of Indian relics. He had an even 100 pipes, and they constituted one of the most valuable divisions of the 1000 and more pieces of Indian handicraft he possessed. Mr. O'Flynn valued the pipes alone at \$500, and received within a few dollars of that amount. They were bought by John A. Beck of Allegheny City, Pa., and will go to stock his noted private collection. Mr. O'Flynn's collection is probably the largest private collection of its kind in the state. The pipes sold included some of the rarest specimens ever brought into Worcester. They are of red shale, soapstone, hornblende, schist, quartzite, and many other varieties of mineral, and are from two inches to two feet long. Some of the pipes were toys and weighed only a few ounces, while others were very heavy, one pipe weighing 16 pounds. The workmanship on some of them was of the finest ever found in the South, where most of them were secured. Some of them were from the Cherokee nation, Tusgee tribe. Bears and cubs, birds, fish and human figures were a few of the designs carved in the stone of which the pipes were made.

—A clerk at the notion counter in a large department store was vainly trying to make her customer buy crimped hairpins, whereas that person was fully determined to have straight

You Can Easily

# PLAY PIANO

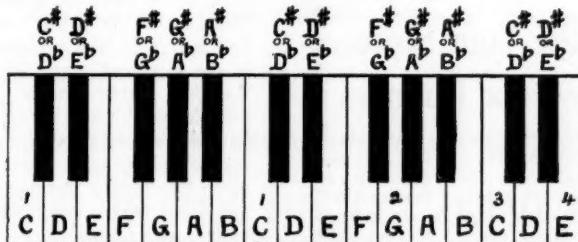
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See  
How  
Easy  
It Is



Play  
It On  
Your  
Piano

**READ CAREFULLY**—With the little finger and thumb of LEFT HAND strike the Octave C to C, designated by the figures 1—1 on above Diagram of Piano Keyboard; then with thumb, middle and little fingers of RIGHT HAND strike keys G, C and E as designated by the figures 2, 3 and 4; and the first Chord of the Key of C Natural or C Major will be produced. Other Chords are just as easy.

**LEARN THREE CHORDS** and you can Play accompaniments to Singing, playing of Violin, Banjo, Mandolin, other musical instruments, etc., in a manner that will astonish and delight you, surprise and entertain your friends and brighten many otherwise dull evenings.

**NOT ONE COPY** of this Simplified Method, which is now in its THIRD EDITION, has ever been returned on our offer "Satisfaction Guaranteed or Money Refunded," because everything is exactly as represented—being simple, complete, instructive and assuring success.

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**The Smoker's Magazine Co.**  
New Brunswick, N. J., and  
Times Building, New York.

2c. STAMPS ACCEPTED.

ones. "Why were you so obstinate?" asked the buyer's sister as they left the counter. "The crimped ones are really better than the straight ones, you know—"

"Yes, I know they are," assented the other, "but Jim uses my hairpins to clean his pipe, and the crimped ones are no earthly use for that."

—Beetles of certain species spend much of their time in constructing novel nurseries for their little ones. A nursery of this kind looks at a distance like a cigar hanging from a tree, but it is really a number of leaves which have been rolled by a beetle into the shape of a cigar. In doing this work the little insect displays remarkable intelligence, for each leaf is rolled deftly and carefully, and nowhere in the hollow interior is there even a tiny hole to be seen. There is not a bird's nest to be found which is more carefully constructed than one of these beetle's nests. The so-called birch tree beetles excel at work of this kind. Beetles which infest vineyards also roll leaves in like manner, but, owing to the size and shape of the leaves of the vine, rarely succeed in doing very artistic work. Moreover, they do not join the leaves together by means of a sort of glue, as is the custom of the birch tree beetle, but use instead a cotton fibre, which they gather from the buds on the vines.

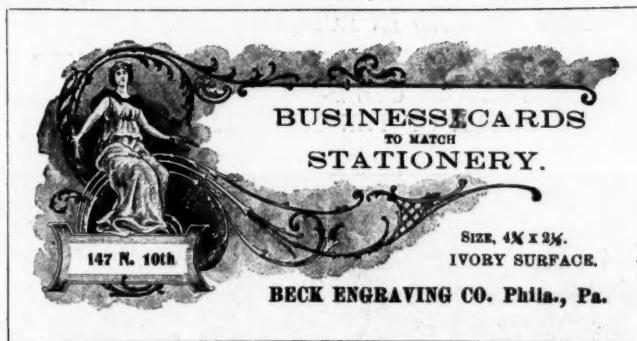
**The Cuckoo Story.**

**F**EW men but that have heard the story of the man who was asked by his wife, when he came home rather late one night, what time it was, and just as he hollered up the stairs that it was 12 o'clock, the cuckoo clock cuckooed three times (3.00 a. m.) and the man didn't do a thing but cuckoo nine times more to make it twelve.

The sequel of this story is told by a cigar salesman and with good effect. He says: "When the cuckoo man was going to work the following morning, his wife said, 'George, don't forget to bring home a seidlitz powder.' 'What for?' asked George. 'Why, for our cuckoo clock,' replied his wife. 'I noticed that he had the hiccoughs last night when he struck twelve.'"

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*New Brunswick, N. J., and Times Building, New York.*

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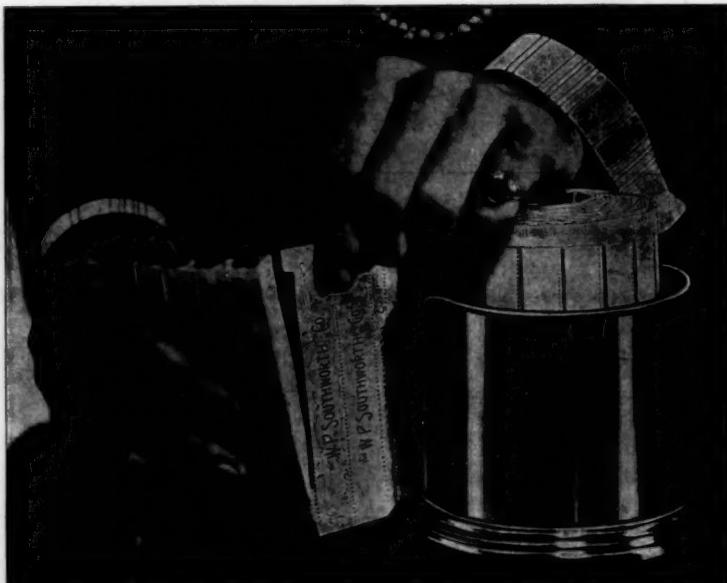
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THE SMOKER'S MAGAZINE

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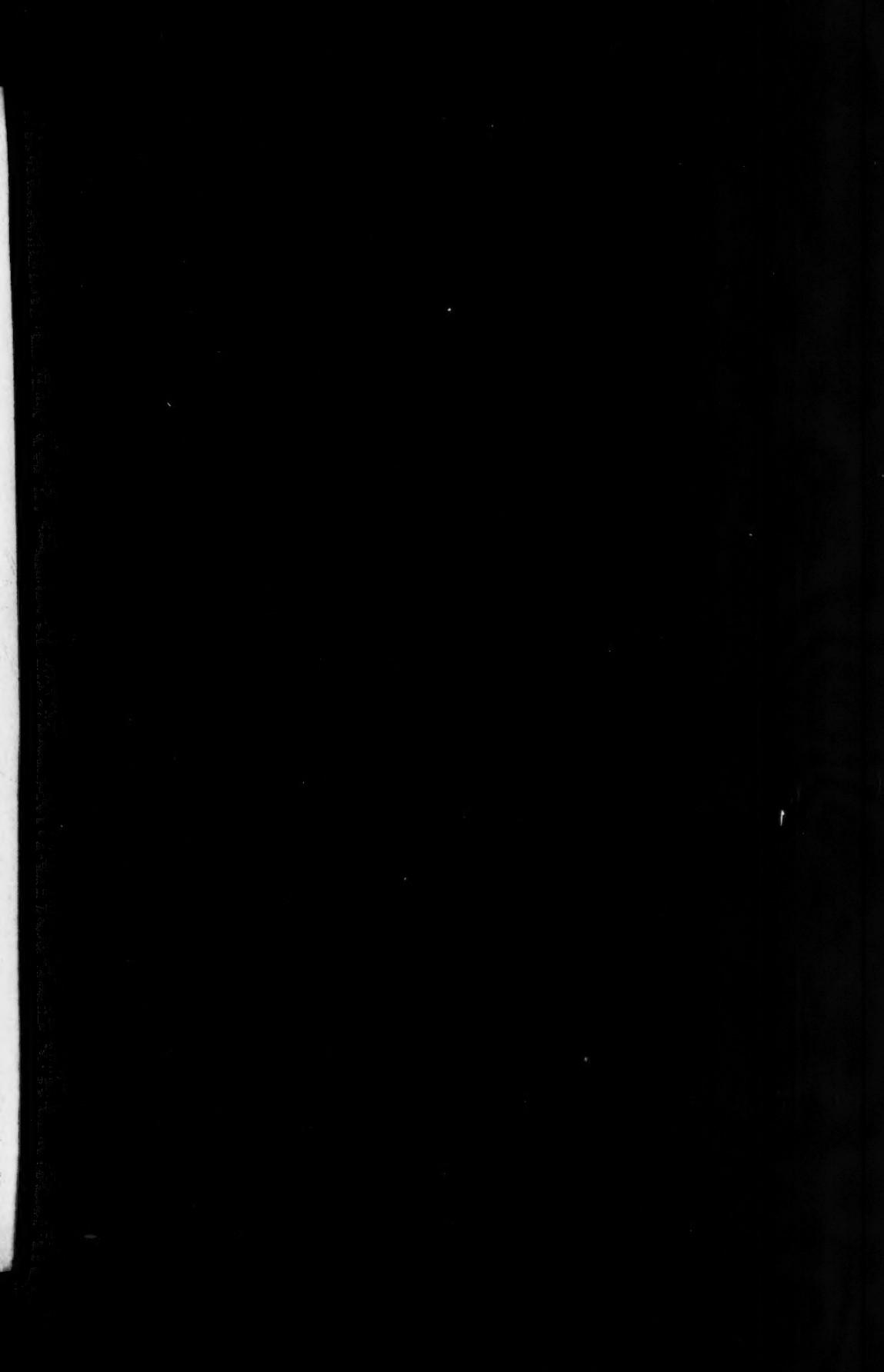


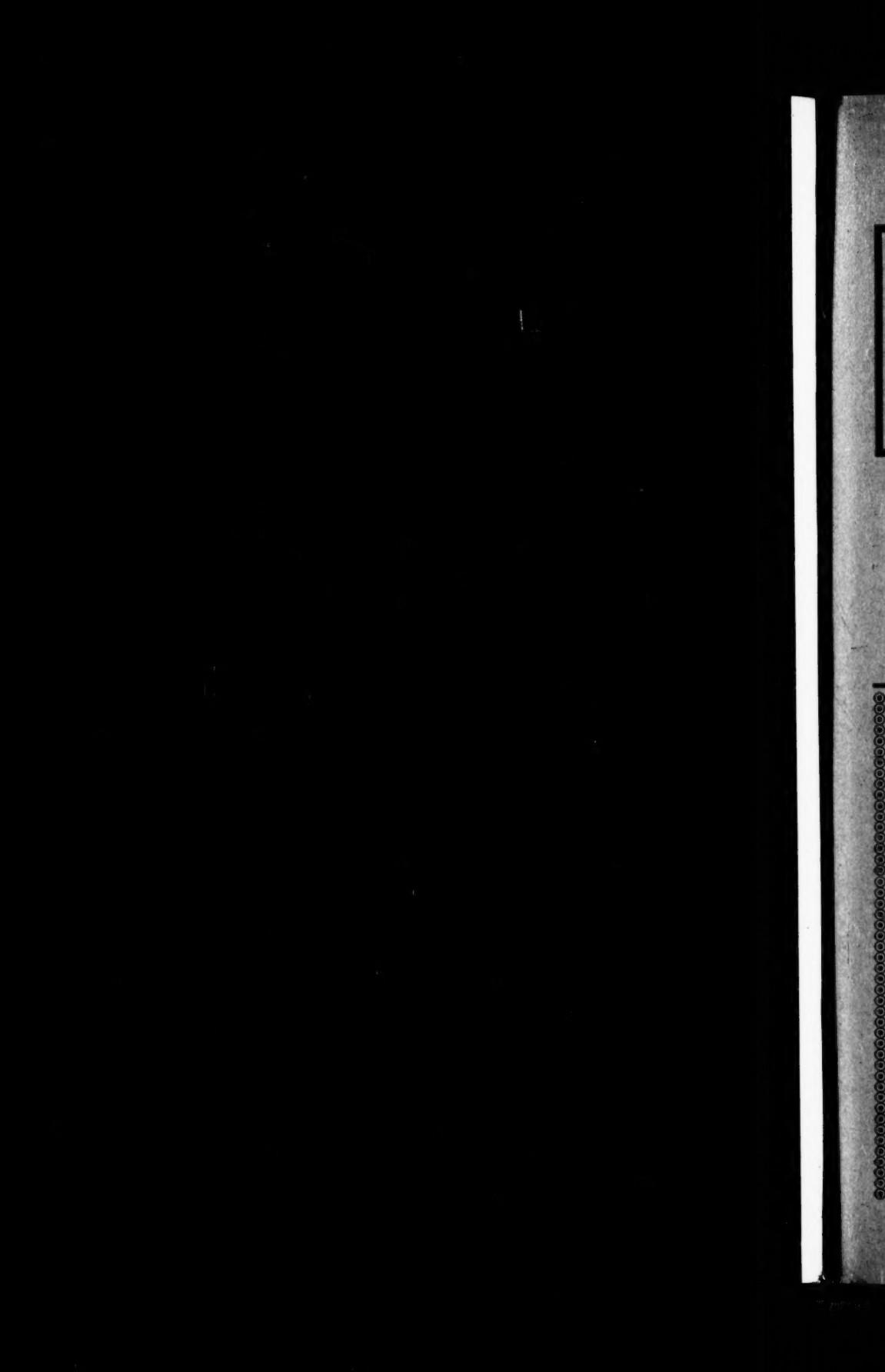
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